



## BlueCross BlueShield of Alabama

**FOR IMMEDIATE RELEASE**  
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### **Alabamians Can Get Short-Term Health Coverage Through 2013**

BIRMINGHAM, AL — Alabamians who need short-term healthcare coverage can now get Blue Link<sup>sm</sup> from Blue Cross and Blue Shield of Alabama through 2013 without being denied coverage for medical reasons.

While Blue Link does not cover pre-existing conditions, it helps individuals pay for some of the costs of medical care until more comprehensive health coverage is available through Healthcare Reform or through an employer.

Blue Link is ideal for uninsured Alabamians who are

- unable to pass medical underwriting for other health plans,
- in-between jobs,
- no longer eligible for coverage under their parent's health plan,
- waiting for coverage to begin on another health plan,
- recent college graduates without access to a parent's health plan,
- early retirees.

“We realize that many Alabamians may need temporary health coverage until Healthcare Reform requirements go into effect next year,” says Tim Sexton, Senior Vice President and Chief Marketing Officer. “We’ve expanded our short-term coverage, Blue Link, to help those who need coverage this year.”

For more information about Blue Link, visit [www.Alabamablue.com](http://www.Alabamablue.com).

Blue Cross and Blue Shield of Alabama has insured Alabamians for 76 years. Blue Cross offers coverage plans to corporations, individuals and the senior market. For more information about Blue Cross, visit [www.bcbsal.com](http://www.bcbsal.com).

Blue Cross and Blue Shield of Alabama is an independent licensee of the Blue Cross and Blue Shield Association.